

 E-Mail

DISTRIBUTION:

1000: J. Piscitelli

1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710

***Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet***

<u>Sales</u>		<u>Retail</u>	
1221	_____	1222	_____
1222	_____	1223	_____
1223	_____	1226	_____
1224	_____	1229	_____
1225	_____	ROM	_____
1226	_____	PC	SC
1229	_____	MC	PA
1240	<u>AE</u>		
1244	<u>JM, FP</u>	RSM	RBM

51842 6273

RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr
150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

April 18, 1997

RJR Account #375878

P. Cox

McLANE-NORTHEAST

JUNE PROMOTION (#700272): DORAL B2G1F

Dear Paul:

Doral B2G1F pre-sleeved product in quantities listed below has been ordered to cover the above promotion for display shipment to your participating retail accounts. **1050** SKUs of shipper Displays (item #525101) have been ordered to Consolidated Industries to pack this Promotion.

Product PO Numbers:

PO Number	Product / State	#/Cases Per Style				EFT \$ Amount
		FF BOX	LT BOX	FF 100	LT 100	
	UPC Code	12300- 24065	12300- 24065	12300- 24065	12300- 24065	
ER1345-01	B1G1F / CT	4	4	2	4	\$2,048.55
ER1346-01	B1G1F / MA	8	8	4	8	\$3,441.93
ER1347-01	B1G1F / NH	1	1	0	1	\$506.49
ER1348-01	B1G1F / NJ	2	2	1	2	\$1,087.28
ER1349-01	B1G1F / NY	29	29	16	29	\$14,515.33
ER1350-01	B1G1F / OH	1	1	0	1	\$509.19
ER1351-01	B1G1F / PA	24	24	12	24	\$13,727.77
ER1352-01	B1G1F / RI	1	1	0	1	\$409.29
	TOTALS	70	70	35	70	\$36,245.83

51842 6274

-2-
B2G1F
McLane NE

Product Arrival:	<u>May 12, 1997</u>
Shipper Displays Arrival (Consolidated):	<u>May 15, 1997</u>
Ship Date to Retail:	<u>Week of June 2, 1997</u>
Item #520844 (Sleeves for Display Assembly)	
SKU CUBE :	0.9960
SKU WT (w/o Product):	1.7200 lbs
Retail Sales Offer per Sku:	21 Offers

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS **STRONGLY RECOMMENDED** THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
BRAND STYLES: DORAL FF BOX / DORAL LT BOX / DORAL FF 100 / DORAL LT 100
- * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- * ONE COPY OF THE ATTACHED 'RETAILER LETTER'
(USE ENCLOSED 'RETAILER LETTER' TO MAKE NECESSARY COPIES)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

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RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$1,200.50 (85.75 (12M) cases @ \$14.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotions Coordinator

/jc

cc: R. Moore / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710

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for chains on attached Excel spreadsheet*

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE CHAIN MANAGERS

McLANE NE

JUNE: DORAL B2G1F / PROMOTION #700272

RETAIL DISTRIBUTION DATE: 6/2/97

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL #/ DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE											
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI	VT
A-PLUS/ ATLANTIC/ SUNOCO	269	See List	290	1	2	22			2	6	91		163	3	
BP OIL	45	See List	46										46		
CIRCLE K	40	1	40	5		26		1	8						
COASTAL MART	35	1	35							9			26		
COOKS CONVENIENCE	8	See List	12								12				
CONVENIENCE EXPRESS	5	1	5								5				
COUNTRY FAIR	70	See List	96								12	8	76		
DAIRY MART	116	1	116	28		35					19		27	7	
EXPRESS MART / PETR-ALL	40	See List	41								41				
F.L. ROBERTS	17	See List	27	8		19									
J MART	8	1	8								8				
KRAUSZERS	12	1	12	12											
MANLEY'S MART	11	See List	22								22				
MOBIL	80	1	80	10		17			10	7	32		2	2	
MOHAWK OIL	5	See List	6								6				
RED BARREL	23	See List	29								29				
7/11 - HANDEE MART	26	1	26				1			9			16		
SUGARCREEK	92	1	92								92				
SUNRISE FOOD	20	See List	23								23				
INDEPENDENTS & SMALL CHAINS	38	See List	43	1		4	3		2	5	21		6	1	
TOTALS	960		1049	65	2	123	4	1	22	36	413	8	362	13	0

(MCG-DORB2.XLS)4/18/97

(McLANE NO LONGER SHIPS TO DL/ KY/ OH>(*Exception: 8 OH/ C.FAIR STORES/ MI/ MD

cc: J. Piscitelli / J. Rago

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